

Message Text

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ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
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R 191029Z DEC 75 ZFG
FM AMEMBASSY SOFIA
TO USDOC WASHDC
USIA WASHDC
INFO SECSTATE WASHDC 594
AMEMBASSY VIENNA

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USDOC FOR BEWT
USIA FOR ICS, IEU
STATE FOR EUR/EE
VIENNA FOR RPO, REX, EWTDO

E.O. 11652: N/A
TAGS: BEXP, ETRU, BU
SUBJECT: PLOVDIV 1976: ORGANIZATION OVERVIEW

REF: A) SOFIA A-94 OF OCTOBER 1, 1975
B) SOFIA 2705

1. SUMMARY: IN REVIEWING EXCHANGES TO DATE ON USG PARTICIPATION AT 1976 INTERNATIONAL FAIR IN PLOVDIV, WHILE NOTING THERE IS FIRM AGREEMENT THAT US WILL BE REPRESENTED, IT APPEARS TO US THAT IT MAY BE HELPFUL TO COMMERCE AND USIA IF WE SUGGEST OUR VIEW OF OUR GOALS AND OF HOW THIS PROJECT CAN BEST BE CARRIED OUT. THUS WE OFFER EMBASSY'S CONCEPTION OF THE USG EFFORT AT PLOVDIV '76, LINKING THE TWIN SPECIFIC THEMES OF CONSTRUCTION AND CHEMICAL PROCESSING. WE HOPE THAT THIS STATEMENT, IN CONJUNCTION WITH OUR EVALUATION OF PLOVDIV 1975 (REFAIR), WILL HELP THOSE WHO COORDINATE THINKING AND ACTION ON THIS COMPLEX UNDERTAKING. WE ALSO PROVIDE A SUGGESTED TIMETABLE FOR KEY ACTIONS, INDICATING WHEN WE BELIEVE THEY ARE TO

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BE TAKEN AND BY WHOM. END SUMMARY.

2. JOINT USDOC-USIA PARTICIPATION: PLOVDIV

IS BOTH A MAJOR COMMERCIAL OPPORTUNITY WHOSE POTENTIAL HAS BEEN AMPLY DEMONSTRATED DURING THE PAST TWO YEARS, AND A MAJOR OPPORTUNITY FOR USIA TO "TELL AMERICA'S STORY" IN EASTERN EUROPE. THE TWO ARE REINFORCING, INDEED SYNERGISTIC. A WELL-PREPARED EFFORT SHOULD MARRY A STRONGLY ATTRACTIVE COMMERCIAL EXHIBIT WITH MAXIMUM SALES POTENTIAL TO A USIA "CORE EXHIBIT" WHICH IS ITSELF ATTRACTIVE, DRAMATIC AND IMPRESSIVE. THOSE WHO VISIT THE PAVILION TO BUY -- THE TECHNOCRATS, MANAGERS AND SENIOR GOVERNMENT OFFICIALS -- ARE THEMSELVES KEY MEMBERS OF THE USIS TARGET AUDIENCE HERE. THE USIA CORE SHOULD RELATE THE TECHNOLOGY AND MACHINERY ON DISPLAY TO THE OVERALL CONTEXT OF AMERICAN SOCIETY, ITS GOALS, PURPOSES AND ASPIRATIONS. BECAUSE THE OFF-STAND SALES POTENTIAL IS EXTREMELY HIGH -- ESSENTIALLY, THE GOB HAS BOUGHT ALMOST EVERYTHING WE HAVE DISPLAYED THE PAST TWO YEARS -- AS FAR AS POSSIBLE ACTUAL MACHINERY (RATHER THAN MODELS) SHOULD MAKE UP THE COMMERCIAL EXHIBIT. AND THIS MACHINERY SHOULD DEMONSTRATE THE ADVANCES AND EXCELLENCE OF AMERICAN TECHNOLOGY.

3. THEMES: WE HAVE BEEN GIVEN AMPLE REASON TO BELIEVE THAT THE JOINT THEMES OF CONSTRUCTION AND CHEMICALS ARE OF CONSIDERABLE INTEREST TO THE GOB. THERE IS A CLOSE TIE-IN BETWEEN THESE THEMES AND BULGARIA'S MAJOR ECONOMIC GOALS UNDER THE NEXT FIVE-YEAR PLAN WHICH WILL BE FORMALLY APPROVED AT THE NEXT PARTY CONGRESS IN MARCH. THAT PLAN WILL CALL FOR ROUGHLY \$27 BILLION TO BE INVESTED OVER FIVE YEARS IN NEW PLANT AND EQUIPMENT, OR MODERNIZATION OF EXISTING PLANT AND EQUIPMENT, A SIZEABLE PERCENTAGE OF WHICH WILL BE IN THE CHEMICAL FIELD. THE PLAN WILL ALSO CALL FOR MAJOR NEW HIGHWAY, HOUSING, AIRPORT, SCHOOL AND ATHLETIC STADIUM CONSTRUCTION, AND FOR A SUBWAY IN SOFIA.

4. THREE ASPECTS OF CONSTRUCTION HAVE BEEN IDENTIFIED AS KEY AND FIRMS FOR CONSTRUCTION PORTION OF PAVILION LIMITED OFFICIAL USE

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SHOULD BE RECRUITED WITH ALL THREE IN MIND.

A. ARCHITECTURE AND DESIGN -- INCLUDING PRE-FABRICATION AND MODULAR CONSTRUCTION TECHNIQUES FOR SCHOOLS, MULTIPLE OCCUPANCY DWELLINGS, BRIDGE AND HIGHWAY CONSTRUCTION, AIRPORTS, HOTELS, ATHLETIC STADIUMS AND SUBWAYS.

B. BUILDING MATERIALS -- INCLUDING CEMENT, TILE, PORCELAIN, BRICK AND GLASS MANUFACTURING EQUIPMENT AND TECHNOLOGY, AS WELL AS NEW TECHNIQUES IN EXTRUSION, MATERIALS REINFORCEMENT, ETC.

C. CONSTRUCTION EQUIPMENT -- INCLUDING CRANES, EARTHMOVERS, SCRAPERS, TUNNELING GEAR AND OTHER CONSTRUCTION RELATED MACHINERY.

5. WE STILL AWAIT MORE DETAILED GOB FEEDBACK ON CHEMICAL PORTION OF EXHIBITION, BUT EXPECT PRIMARY INTEREST WILL BE COMPANIES ABLE TO SUPPLY CERTAIN RAW PRODUCTS OR COMPLETE CHEMICAL PROCESSING PLANTS, NOT JUST EQUIPMENT. ADDITIONAL DETAILS WILL BE PROVIDED AS SOON AS BULGARIAN INTERESTS ARE SPECIFIED.

6. AN OVER-ALL THEME: WE BELIEVE IT WOULD BE ADVANTAGEOUS FOR USIA, IN ITS CORE EXHIBIT, TO RELATE CONSTRUCTION AND CHEMICAL PROCESSING TO EACH OTHER UNDER AN OVERALL RUBRIC, PERHAPS "ADVANCED TECHNOLOGY IN THE SERVICE OF MAN." IN THIS BICENTENNIAL YEAR, THERE SHOULD BE STRONG LINKAGES TO THE GOALS AND ASPIRATIONS OF AMERICA AS WE MOVE FORWARD INTO OUR THIRD CENTURY.

7. USDOC AND THE COMMERCIAL RECRUITER: WE ARE PLEASED THAT USDOC HAS AGREED TO TAKE THE LEADING ROLE IN ORGANIZING THE US EFFORT FOR PLOVDIV '76. USDOC SHOULD DESIGNATE THE COMMERCIAL RECRUITER NOW. HE SHOULD VISIT BULGARIA IN JANUARY TO SEE THE FAIRGROUNDS, CALL ON FAIR AND OTHER GOB OFFICIALS, ACQUAINT HIMSELF FIRST-HAND WITH THE BULGARIAN AND EAST EUROPEAN MARKET, AND OF COURSE ACQUAINT HIMSELF AS WELL WITH EMBASSY PERSONNEL AND EMBASSY OPERATIONS. THE LIMITED OFFICIAL USE

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COMMERCIAL RECRUITER SHOULD BE ASSIGNED TO PLOVDIV AS THE USDOC COMMERCIAL COORDINATOR UNDER DUSEX.

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ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W

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8. PAVILION OFFICIALS: COMMERCE DUSEX SHOULD BE IN CHARGE OF PAVILION, SUPPORTED BY USIA CORE DIRECTOR. INDIVIDUALS CHOSEN FOR THESE TWO POSITIONS WILL HAVE TO WORK CLOSELY TOGETHER.

9. COMMERCIAL EQUIPMENT: AS STATED, WHENEVER POSSIBLE EXHIBITORS SHOULD BE ENCOURAGED TO BRING ACTUAL MACHINERY FOR SALE, NOT MOCK-UPS OR MODELS. GOB SETS ASIDE LARGE SUMS OF MONEY EACH YEAR FOR OFF-STAND PURCHASES, AND VIEWS AS PARTICULARLY IMPORTANT OPPORTUNITY FOR THEIR SPECIALISTS TO DISCUSS ADVANCED EQUIPMENT DIRECTLY WITH VENDORS.

10. LAYOUT: ARRANGEMENT OF COMMERCIAL BOOTHS ALONG DOME'S CIRCUMFERENCE, WITH USIA "CORE" EXHIBIT IN CENTER, HAS PROVED FUNCTIONAL PAST TWO YEARS. ANY ALTERNATIVE ARRANGEMENT MUST SIMILARLY ACHIEVE SMOOTH CROWD FLOW, FACILITATE SEPARATION OF GENERAL CROWDS AND COMMERCIALLY MINDED VISITORS, EASE CONTACTS BETWEEN LATTER AND COMMERCIAL EXHIBITORS AND PERMIT EXHIBITORS EASY ACCESS BETWEEN THEIR BOOTHS AND CONFERENCE/LOUNGE AREAS. CROWD FLOW PATTERN OF LAST YEAR CAN (AND PERHAPS SHOULD) BE SHORTENED, PARTICULARLY IF SHORTENING WOULD LESSEN MOVEMENT ALONG "FLAT" GRAPHICS AND EXTENDED BLANK WALLS. ADDITIONALLY, WE SUGGEST USIA EXPLORE WAYS OF UTILIZING VERTICAL SPACE AFFORDED BY DOME.

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11. CONSTRUCTION: COMMERCIAL BOOTHS AT PLOVDIV 1975 -- WELL-LIGHTED, GOOD-SIZED, RAISED ABOVE GROUND LEVEL WITH BRIGHT IDENTIFYING GRAPHICS -- CAN SERVE AS MODEL. USIA "CORE" SHOULD AVOID SMALL PHOTOS, SMALL LETTERING USED LAST YEAR AND ANY TEXT BLOCK WHICH REQUIRES MORE THAN TEN SECONDS TO READ.

12. PROMOTION: TYPICALLY, EMBASSY NEEDS APPROXIMATELY 25 COPIES OF EACH BROCHURE ANY FIRM WISHES DISTRIBUTED, FOR MAXIMUM PRE-FAIR PROMOTION IMPACT. EMBASSY HAS HAD GREAT SUCCESS IN COMBINING MAIL CAMPAIGN TO APPROPRIATE MINISTRIES, STATE ENTERPRISES, FOREIGN TRADE COMPANIES, RESEARCH MINISTRIES, WITH AMBASSADORIAL CALLS ON KEY INDIVIDUALS. ADDITIONAL IMPORTANT ELEMENT IS PROMOTIONAL CALLS MADE BY EWTDO OFFICIALS IN OTHER EE COUNTRIES, SINCE PLOVDIV IS REGIONAL, NOT LOCAL FAIR.

13. HOTELS: EMBASSY NEEDS TO KNOW AS FAR IN ADVANCE AS POSSIBLE WHO IS COMING AND WHEN, IN ORDER TO EXPEDITE HOTEL RESERVATIONS. WE WILL DO WHAT WE CAN TO AVOID EXHIBITORS HAVING TO GO FIRST TO PAVILION TO FIND THEIR ROOM ASSIGNMENTS. EXHIBITORS SHOULD BE TOLD THAT WHILE HOTELS IN PLOVDIV DO NOT MEET US FIRST CLASS STANDARDS, THEY ARE ADEQUATE.

14. FAIR ITSELF: AS RECOMMENDED REFAIR, WE BELIEVE ANNUAL "AMERICAN DAY" VIP RECEPTION SHOULD BE DISPENSED WITH (THUS SAVING FUNDS) IN ORDER TO ALLOW PAVILION TO BE KEPT OPEN TO MAXIMUM EXTENT POSSIBLE TO ACHIEVE OUR MAJOR PURPOSES.

15. SUGGEST ACTIONS CHECKLIST: FOLLOWING IS TIME-TABLE FOR WHAT NEEDS TO BE DONE IN PREPARATION FOR PLOVDIV '76:

JANUARY 10 -- USDOC COMPLETES INITIAL ROUND OF RECRUITING LETTERS.

JANUARY 20 -- USDOC COMMERCE RECRUITER VISITS BULGARIA.

APRIL 1 -- EMBASSY PLACES INITIAL REQUEST OF 40 HOTEL ROOMS IN P

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VDIV FOR

FAIR PERIOD.

NLT APRIL 30 -- EMBASSY MUST RECEIVE OFFICIAL USG AUTHORIZATION TO NOTIFY FAIR AUTHORITIES OF US INTENTION TO PARTICIPATE WITH SPECIFIC SITE REQUEST AND TO MAKE FIRST HALF SPACE RENTAL PAYMENT.

JUNE 1 -- USDOC SENDS INFORMATION FOR FAIR BROCHURES TO EMBASSY WHICH WILL TRANSLATE AND FORWARD TO EWTDO FOR PRINTING IN VIENNA.

JULY 1 -- USDOC AND USIA TO SUPPLY TO EMBASSY NAMES AND DATES OF ARRIVAL AND DEPARTURE IN PLOVDIV OF OFFICIALS AND COMMERCIAL PARTICIPANTS. EMBASSY WILL BEGIN PROCESS OF NAILING DOWN

RESERVATIONS.

MID-JULY -- ARRIVAL OF PAVILION DIRECTOR TO SUPER-
VISE CONSTRUCTION OF DOME AND OTHER
DETAILS.

AUGUST 1 -- FAIR BROCHURES FROM VIENNA AND ALL
COMMERCIAL LITERATURE (25 COPIES EACH)
TO ARRIVE AT EMBASSY. AMBASSADORIAL
AND OTHER PROMOTIONAL CALLS, LETTER
CAMPAIGN, TAKE PLACE DURING COURSE OF
MONTH.

SEPTEMBER 3-10 -- PLOVDIV INTERNATIONAL FAIR.

16. EMBASSY REQUESTS COORDINATED COMMENTS FROM ALL
ADDRESSEES SO THAT EACH OF US WILL KNOW WHAT HE HAS TO DO
AND WHAT HE CAN EXPECT FROM OTHERS.
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Message Attributes

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